

ALBERTA



Lifetime Thrills



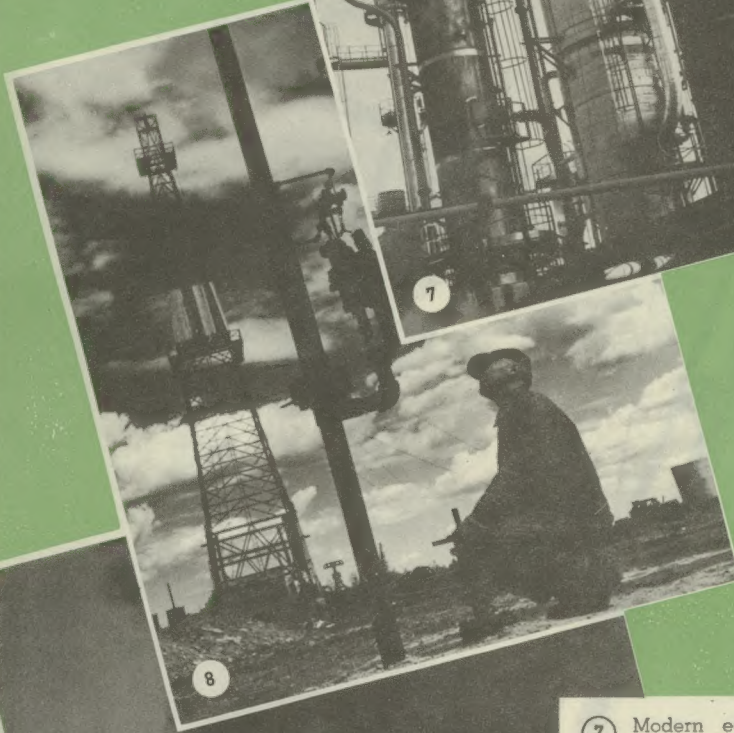
Maligne Lake, Jasper, Alberta.

Bring, Bring, Bring

Bring your cameras. Bring your dog with a veterinarian's certificate of good health. Bring your fishing tackle, camping equipment, and trailer. Bring warm clothing. Write for all the details in the information book. See the attached coupon.



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7 Modern equipment at Imperial Oil Refinery in Edmonton, centre of a great new oil field.

8 One of the 177 wells producing in the amazing new Leduc-Woodbend field in Alberta.



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9 A new well blows in. In 1948 drillers achieved an average of one new well every three days in this field.

Be Comfortable

Tourist cabins in Alberta are government inspected and graded according to their facilities and furnishings.

Hotels which are licensed to sell beer must maintain rigid standards of accommodation for guests.

Tourist cabins are regularly inspected and graded by an official of the Department of Health and are classified.

Class "A" cabins must stand on stone or concrete foundations, have hardwood or lino-covered floors, interior walls finished with a clear inside height of eight feet, lined brick chimney, complete bathroom facilities and kitchen complete with refrigerator, stove, sink and utensils and dishes on request. Bedrooms and living rooms must be equipped with the usual furnishings in good condition.

Class "B" cabins must have the same standards of facilities as Class "A" cabins, including modern bathroom except shower. The floors need only be painted and no refrigerator is required. Class "C" must conform to Class "B" requirements, except for water and toilet facilities, and Class "D" cabins include those which have been approved but which do not conform to the requirements for other classifications.

All licensed hotels, tourist camps and guest ranches are listed in an information booklet issued free by the Alberta Government Travel Bureau. Send the attached coupon for your copy if you are planning a vacation in Alberta.

Enjoy many Activities

Alberta has been termed "the most scenically magnificent accessible area on earth" possibly because its scenery ranges in assortment from painted deserts to Swiss-like Matterhorns; from the canyons of the Athabasca to the sub-tropical wild life of the Cypress Hills; from the barren bad lands of the Red Deer Valley to the health-giving radium springs of Banff and Miette. Alberta's crystal-clear lakes and innumerable glacier-fed streams, provide a paradise for the angler, but there is an outstanding thing for the motorists to ponder.

It is, this: Alberta's mountain highways do not cling to dizzy cliff faces. They are broad. No grade on the Banff-Jasper highway exceeds 10 per cent. The scenery along these highways is magnificent, but the motorist is asked to remember that mountain highways were built by engineers who sought the easiest routes. The lowest summits were sought. The highest, Bow Summit, is less than 6,800 feet above sea level. So, from low valleys you see high mountains. From Jasper, 4,538 feet for instance, you gaze at the snow-capped peak of Mount Edith Cavell towering another 6,500 feet (alt. 11,033 ft.) above you.

Please remember, Mr. Motorist, that highways, no matter how scenic, can but take you **near** to the most beautiful spots. These frequently lie but a few yards from the highway. Get out of your car and stroll to them. Or, better still, engage a mountain saddle pony—more docile than, and as sure-footed as a Mexican burro—and ride to the more distant viewpoints.

Beware of animals crossing the highway and DO NOT FEED THE BEARS.

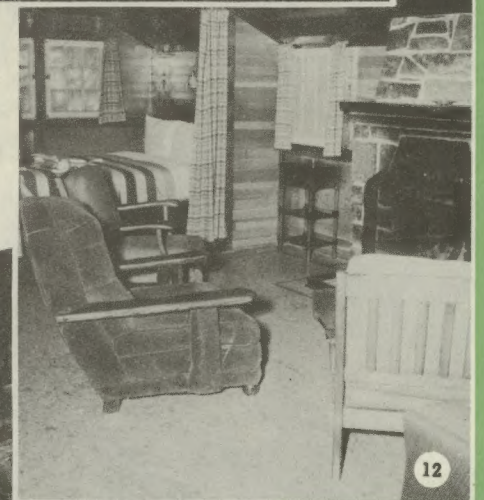


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- ⑩ Trail riders pause on a height in Banff Nat. Park.
- ⑪ These beauties yielded by lakes and streams.
- ⑫ Rustic cabins are convenient and comfortable.
- ⑬ A mountain idyll—Trail riders make camp.



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BEAUTIFUL ALBERTA BECKONS



Meet Alberta

If you've heard about Lake Louise, Banff, Jasper, Waterton or Elk Island Parks, you've heard about Alberta, Canada, because they are all in this province. Alberta is the province on the eastern slopes of the Canadian Rockies, world famous for their health-restoring hot mineral springs and for their matchless glaciers and magnificent scenic beauty. In addition to the national parks, Alberta has numerous provincial parks and lake resorts, and it is also a favorite haunt of anglers and hunters—especially bird hunters—because it is the nesting place for millions of ducks and geese.

Roads Newly Paved

The highway to Alaska runs through Alberta. It is newly paved from Coutts on the Montana border to Lethbridge, Macleod, Calgary and Clyde, north of Edmonton. From Clyde to Alaska the highway is gravelled. The highway is also paved from Calgary to Lake Louise, from Edmonton west on the Jasper Highway to Seba Beach and west of Macleod to Pincher in the Crowsnest Pass. Other paved highways extend eastward from Calgary, westward from Medicine Hat and at other points. Write for an Alberta road map or road reports (See Coupon).

Coming by Train?

The Canadian Pacific and Canadian National Railways both operate lines into Alberta from east and west. Consult your local railway passenger agent for routes and rates.

Greyhound lines connect with bus lines in Alberta.

Do You Fly?

Trans-Canada Airlines operate from coast to coast in Canada and connect with Lethbridge, Calgary and Edmonton.

Canadian Pacific Airlines operate into the far north from Edmonton. Consult your nearest airline ticket office for details.

Aircraft owned by individuals, and staff planes operated by industrial companies for their own purposes fly into Alberta without undue restriction. Details of regulations should be obtained from the Department of Transport, Ottawa, or airport managers at Lethbridge, Calgary or Edmonton.

◀ A new chairlift operates summer and winter on Mt. Norquay, Banff, Alberta.



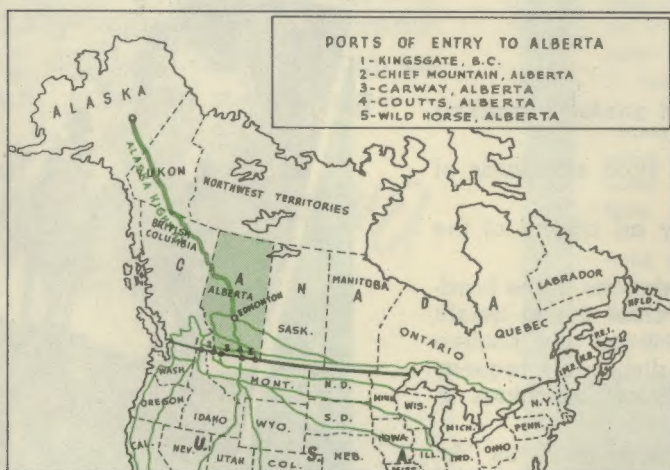
④ A modern auto court at Edmonton.

⑤ Angler's paradise—Alberta's mountain streams.

⑥ Trail riders on a mountain expedition.



- ① Roche Miette on Edmonton-Jasper Highway.
- ② Angel Glacier, Mt. Edith Cavell, Jasper Park.
- ③ Mt. Athabasca, Columbia Icefields, Jasper Park.



Photographs in this folder appear through the courtesy of

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Subject of photograph on cover is beautiful
Mount Edith Cavell in Jasper National Park, Alberta.

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SEND THIS COUPON

Please send me free of charge, your

- ☐ Picture booklet
☐ Information booklet
☐ Road map

(Place an "X" in the square beside those you want.)

(Name. Print clearly)

(Street address. Print clearly)

(State or Province. Print clearly)

Mail this coupon to:

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